REAL-TIME PROCESS FOR DEFINING, PROCESSING AND DELIVERING A HIGHLY CUSTOMIZED CONTACT LIST OVER A NETWORK

Abstract of the Disclosure

5   A real-time, interactive system and method of building a list of contact records, such as a mailing list, on a computer network based on selected criteria. A list specification is generated, which may include interactively specifying a geographically defined area for which a contact list is desired including receiving user input, and interactively selecting a product from a plurality of products and a threshold score for

10   the product including receiving user input. The list specification may be transmitted over the computer network to a server where the contact list is built in real-time based on the list specification. If a set of characteristics of the contact list, such as number of records generated or cost, are approved by the user, the contact list is transmitted to a user-specified node on the computer network. The list specification may be stored in

15   memory for reuse by a business, such as a chain of stores. This feature provides a way to easily regenerate new and updated contact lists at future dates for all or a subset of the stores by accessing updated source databases without having to respecify the list every time a fresh list is required.

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